

ABSTRACT

A method for distribution of advertising that includes combining an audio data file that produces an advertising message when processed with a data file that produces a performance of a musical composition when processed. Alternatively the invention may be viewed as a method for distribution of music which includes providing a server connected to a computer network, permitting message data files to be provided for a fee paid by the party providing the message, purchasing rights to multimedia data files from owners of such rights and making available to end users data files comprising a message and a licensed multimedia file by a connection to the network server. Preferably the method provides a multimedia file that comprises a musical composition. An especially preferred embodiment provides a multimedia data file that is an MP3 file comprising a musical composition.